

STRENGTH IS EVERYTHING.



Arwen





Arwen is here!

Strength is her virtue, a high performing all-rounder.
Maintaining high Brix with crisp and juicy texture and great shelf life.

- Strength in shelf life
- Strength in production
- Strength in flavour
- Strength in Brix

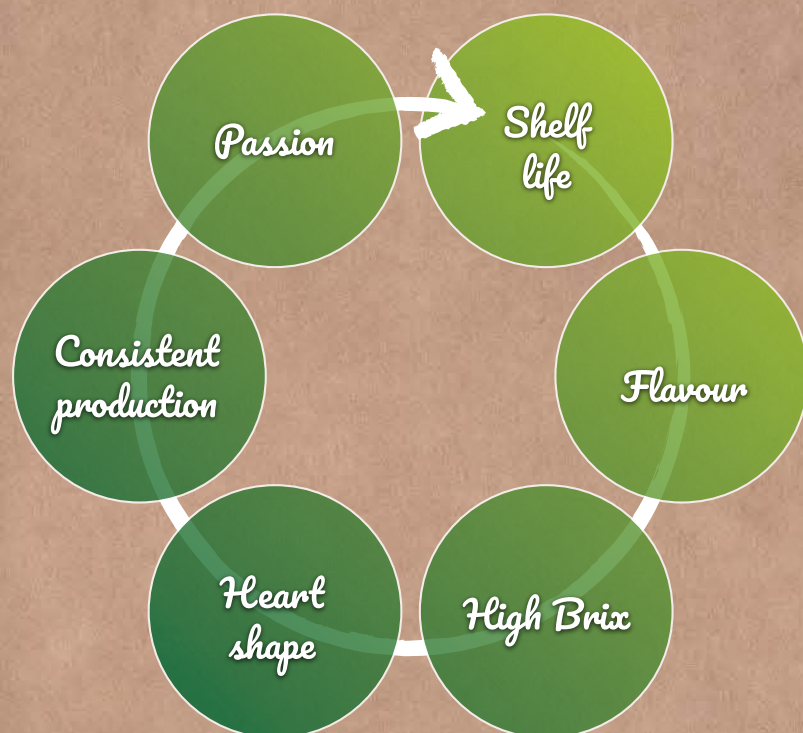
*With bright shiny skin and strong calyx,
Arwen delivers on flavour with
a great aromatic taste*



Qualities of Arwen®

THE BREEDING OBJECTIVES OF THE IGUAZÚ SAVOUR SERIES ARE TO CREATE STRAWBERRIES FOR BOTH GROWER AND CONSUMER.

- Varieties with excellent shelf life for their journey to your store and beyond to the customer's fridge
- Have an excellent flavour; Aromatic, juicy and sweet
- Varieties with a very attractive appearance
- Have a glossy skin, lively colours, attractive to the eye
- A calyx that remains green through shelf life



All-round a fantastic collection of strawberry varieties

Iguazú
Savour



Berries del Oeste is a business based on friendship, shared enthusiasm and a genuine love of quality fruit for both grower and consumer. Founded by Tom Rogers and Maria Rosa de Miguel Pajuelo in Extremadura and working closely with Jose Maria Espada in Huelva, this passionate team are focused on flavour and shelf life when it comes to the consumer and about creating robust, productive plants that work for the growers too.

Berries del Oeste is the breeding company behind the **Iguazú Savour** collection of strawberry varieties featuring Arwen, Jacqueline, Inas, and many more. This series of strawberries is all about captivating flavours, freshness, vibrancy, natural strength and sharing this passion with the world.

We are delighted this year to have commercial production of **Arwen, Jacqueline and Inas** in Moulay Bousselham, Morocco and many test plot sites across Spain. Now is the time to start embracing this new generation of strawberries. We are looking for retail partners to lead the way with us and these amazing future-facing varieties.



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